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January 18, 2022

MEMORANDUM

To: Architectural Review Board
From: Melanie Rippetoe, Assistant Director of Planning and Parks
CC: Steve Cross, City Administrator
Joe Vujnich, Director of Planning and Parks
Robyn Keefe, Planner

Re: *Response to second review of the Architectural Drawings and related materials for eight (8) proposed awnings over exterior doors to a building located within the City's Town Center, upon the property located at 17014 New College Avenue (St. Louis County Locator Number 24V420313 – Westridge Office Center II, Lot 3), on land that is 1.14 acres total in size, which is zoned C-8 Planned Commercial District, and occupied by office uses. (Ward Eight)*

At the Architectural Review Board meeting held on January 13, 2022, there were several questions and/or clarifications requested, to which the Department has prepared the following responses.

1. Ordinance #1101 states "all buildings shall adhere to the City of Wildwood's Town Center Architectural Guidelines... All buildings shall maintain a consistent theme throughout the boundaries of this C-8 Planned Commercial District in terms of material, color and style."

In regard to questions pertaining to if the neighboring properties were contacted, the Department has not had contact with tenants in surrounding buildings. The Department discussed this item prior to the meeting and believed that, because the Code states "shall maintain a consistent theme" but does not state "shall be identical", that this ultimately should be determined by the ARB.

2. Clarification on side panels.

Side panels refer to panels that run from the awning to ground, thus creating a semi-enclosed space. See image for example. The proposed awnings do not include any components the Department would consider to be a side panel.



3. Questions regarding the "Guide to Sign Regulations" - The section of the 'Guide to Sign Regulations' in question refers to Section 415.420.A. of the Municipal Code, specifically the subsection pertaining "Business Signs – Attached to Wall", which states:

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2. Signs may be painted or otherwise permanently affixed to the surface of an awning or canopy. The height of these letters, symbols or logos shall not exceed six (6) inches in size. **The outline area of the message shall not exceed five percent (5%) of the horizontal projection in elevation of the exterior surface of the awning or canopy.** Said message outline area, when utilized as a design accent only as described above, shall not be counted toward the allowable outline area for a business sign. The following requirements shall also apply to signs incorporated onto permitted awnings:
- (a) Front lance of awning shall be eight (8) inches to ten (10) inches in length.
 - (b) All awnings shall be made of canvas, not plastic.**
 - (c) No lighting shall be authorized of the awning from below its horizontal plane.
 - (d) Awning colors shall be limited to a maximum of three (3) in total.
 - (e) Shallow-tipped awnings shall be used with a 1:3 slope.
 - (f) Awnings shall not have side panels associated with them.
 - (g) Architectural Review Board review and consideration shall be required.

The areas in question are shown in bold. The awnings in question display the address, rather than the name, logo, or advertisement for said business, therefore, they are not considered to be business signs and this section of the Code is not applicable to the proposed awnings. It is important to take the visual impact of signage into consideration, but the intent of this review is the awnings that are before the Architectural Review Board. This address signage is only under review because it is on said awnings.

As per Section 415.030 Definitions:

SIGN, BUSINESS Any sign that contains text and/or graphics designed proposing or promoting a commercial transaction

The Zoning Regulations only specify that awnings are canvas pertaining to business signs. Because these proposed awnings are not considered to be business signage, the size of the lettering/numbering is also not applicable.

In regards to the question as to how the percentage is calculated, signage is measured by using the total square footage of the outline of the sign and the total square footage of the horizontal projection to calculate the percentage.

4. What is the flame retardant used in the PET material? Recently New York has set a precedent in banning organo-halogen flame retardants that are often used in thermoplastic materials and coatings. These have been linked to cancer, hormone disruption, reproductive problems, as well as neurological injury to children. This information can be found in the latest C&EN Journal.

This question would be better addressed by the applicant. The City currently does not have any regulations regarding the flame retardant used in the PET material.

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